Voice and Power for Homeless and Vulnerable People through New and Emerging Technologies

Your Entry

Please do not exceed 1500 words in total.

1. Your contact details

| Organisation       | P3 – The Social Inclusion Charity |

2. Name of the project you are entering for The LankellyChase Digital Empowerment Awards

| P3 Community Reporter Scheme |

3. Award category you are entering

| Voice |

4. Describe your project in one sentence

| P3 Community Reporters gives people a Voice!! People experiencing social exclusion are using exciting digital technology to have their say on things that matter to them; through blogs, social media, newsletters, videos and photos. |

5. Specify the setting(s) where your project is delivered (eg homeless agency, housing organisation etc)?

| The scheme is embedded in all of P3’s services (homeless Hostels, supported accommodation, young peoples services, advice centres and linkworker schemes) The idea is that clients are recruited onto the scheme and then encourage their peers to report on issues important to them people gain confidence they will also then start to report on issues in their wider communities and on societal topics in general. |

6. What are the project’s objectives?

| This project aims to empower socially excluded individuals to have the confidence, skills and |
support to be able to share their experiences, thoughts and feelings.

We bring these individual stories together via the medium of an online multi-author blog. Doing this gives a collective voice to what has been written or recorded and a powerful medium to ensure that issues can be tackled.

Our research told us that socially isolated individuals felt that they did not know where to share their thoughts, but also that they felt that no-one wants to listen. This project gives them that platform.

We then use social media channels such as twitter, facebook and youtube to share these stories and ensure that they are heard. We also use press contacts to distribute particularly powerful stories to national and local media. This means that as well as having a place to tell their stories, we are also giving a medium for these stories to be heard by the wider society.

This unique opportunity supports moving our clients towards social inclusion by giving them a collective voice that is heard and listened to. It also gives the wider public a window to see issues faced by socially excluded individuals and the troubles that they face.

**Objectives**

- P3 engage with socially excluded individuals
- Give socially excluded individuals a project that they can take ownership of
- Develop a platform where socially excluded individuals can have a voice and be heard
- Socially excluded people become more confident to talk about their issues
- The reporterss begin to engage with society again
- The “general public” and other figures engage with these stories on social media channels
- The public perception of issues such as mental health, homelessness etc alters as a result

**7. What are the project’s activities?**

Initially we purchased 30 “reporter packs” which comprised of an ipod touch, microphone and tripod.

The 30 reporters were then involved in two days of training from the external agency SoundDelivery on how to use this equipment to record their stories in the format of audio, video or written.

Since the training our reporters have then been collating stories in these various formats and uploading to the blog [http://blog.p3charity.org/](http://blog.p3charity.org/)
Once stories are uploaded these are then shared via social media channels and to press contacts ensuring that the stories are heard as the project intended.

8. What has been the impact / achievement of the project?

The first year of the project has acted as a pilot where we have trained 10 P3 staff members and 20 P3 service users as “trainers” and our “initial community reporters”. They have received dedicated training and support from an external organisation (SoundDelivery) who specialize in story telling.

These original 30 P3 reporters have then launched the new blog [http://blog.p3charity.org/](http://blog.p3charity.org/) and have produced a variety of written and digital content to populate it.

So far the audio content has received over 3000 listens on audioboo, video content has had over 1000 views on youtube and on social media the contents has been shared over 300 times. So the project has succeeded in giving socially excluded people a voice and a platform to speak that wasn’t there before.

Stories have been picked up by local radio, tv channels and the guardian society. Meaning that this has had a great impact on the reporters confidence and belief that the wider public and society do actually want to listen to what they have to say.

9. How is your project evaluated?

To evaluate the project we:

- Measure the number of hits on our channels. Such as the blog, audioboo and youtube
- Measure the amount of social interaction the comes as a result, on twitter and facebook
- Measure the number of press contact as a direct result of stories
- Conduct questionnaires with clients to see how the project has improved their life
- Ensure the blog is constantly populated with new stories
- Record feedback from clients
- Record feedback from readers & viewers
- Hold quarterly meetings to review progress and make improvements
- Feed back to sound delivery and ask for their views

10. How would you spend the prize money to develop the project?

We will purchase some ‘Tablets’ to add to our media portfolio. These would be installed securely in our services. The Tablets will be used to collect feedback relating to clients wellbeing and happiness. A “happy? App” will be developed and installed on the tablets. Each day (or multiple times per day) our clients will be asked to rate their happiness and enter some key words about how they are
feeling.

This will allow us to see in real time the general feeling of happiness across all of the services that we provide. It would also then help clients to develop the services and activities that we run, as we would quite quickly generate user feedback as to which activities have the best results.

This is a new way for service users to have a dialogue with the organisation and also enable us to see trends in different locations as to what makes people happy – meaning that clients are then provided with the best service possible.